Index of Feature Articles in "Sales Management and Advertisers' Weekly"

Volume XVII (January 5, 1929, to March 30, 1929)

(Issued Quarterly)

ADVERTISING—GENERAL

	Date	Page
Pepperell's New Sales Sword Cuts Some Gordian Knots in the Textile Field..... *By A. R. Hahn*	1/5	18
"Everybody Talks About Heaven Ain't Goin' There" ..... *By Roy W. Johnson*	1/5	26
Canners to Launch Campaign with Passage of Labeling Bill ..... *By Waldon Fawcett*	1/5	42
What Happened When a Public Utility Began Some Real Selling ..... *By D. G. Baird*	1/12	74
Ellis Bites His Thumb at Johnson's "Synthetic Dumb Bell" ..... *By Lynn Ellis*	1/12	77
A Hint and a Tribute to Railroads (Editorial)	1/12	102
How Six Hundred Newspapers Help to Build Sales for Salada Tea ..... *By Edgar Pinto, General Manager, and Herbert Claridge, Advertising Manager, Salada Tea Company, Boston, Massachusetts*	1/19	128
I Built Today's Business on Day-After-Tomorrow's Ideas ..... *As Told to Howard McLellan, by Helena Rubinstein, Mme. Helena Rubinstein, New York City*	1/19	130
New York Financial Lineage Gains 20 per cent in 1928 ..... *By Henry J. Wright*	1/19	135
National Magazine Advertising Up $211,400 in 1928	1/19	136
Bricks Without Straw ..... *By Roy W. Johnson*	1/19	138
Magazine Advertising by Industries.....	1/19	145
The Public be Told (Editorial).....	1/19	160
Prospects Who Pass Your Plant (Editorial)	1/19	160
Coming Soon—A New Era in Railroading... *By Eugene Whitmore*	1/26	186
What Our Advertising Scout Found in Belleville, N. J. ..... *By John C. Fehlandt*	1/26	190
Woolworth Company Converted to Advertising After 50 Years—to Start $1,500,000 Campaign ..... *By Lawrence M. Hughes*	1/26	217
December Newspaper Lineage in 46 Cities...	1/26	226
Advertising and $10,000,000 Worth of Laundry a Year ..... *By Eugene Whitmore*	2/2	255
Dealer Helps Should be Planned as Part of the National Campaign	2/2	257
When Is the Business Paper Color Insert Justified? ..... *By Wilbur Van Sant*	2/2	263
Mother Hubbard Cupboard ..... *By Roy W. Johnson*	2/2	268
"Mr. Swarz Knows His Business" ..... *By John W. Thompson*	2/2	270
Dixie United Soon to Tell the Nation of Its Resources	2/2	278
1928 Newspaper Lineage for 40 Cities.....	2/2	282
Westinghouse Trebles Newspaper Campaign.	2/9	339
Our Most Advertised Industry (Editorial)...	2/9	352
The Bus Industry Has Its Own Buying Habits ..... *By R. Bigelow Lockwood*	2/16	384
Do Premiums Sell Coffee? ..... *By Ruel McDaniel*	2/23	432
Immaculate Telegraphy versus the Sales Message that Sparkles ..... *By Paul M. Hollister*	2/23	437
Three-in-One Oil Samples a Nation via Radio *By Walter I. Willis, Vice-President, Three-in-One Oil Company, New York City*	3/2	490
That Blessed Word "Mesopotamia" ..... *By Roy W. Johnson*	3/2	493
Ralston Builds Window Display Value Into the Package ..... *By James M. Mosely*	3/2	497
January Newspaper Lineage in 45 Cities....	3/2	534
Curtis Plane Delivers Candy Samples Via Parachute ..... *By Randall Howard*	3/9	555

	Date	Page
In Defense of the Public Faith in Advertising	3/9	564
Dealer Resistance Crumbles Before New Bourjois Packages ... *By Bruce Crowell*	3/16	613
A. B. P. Head Pledges Support to Project for Preserving Integrity of Advertising.... *By Frederick M. Feiker, Managing Director, the Associated Business Papers, Inc.*	3/16	616
How Radio Broadcast Advertising Affects Printed Page Media ...	3/16	622
98 per cent of Advertisers Oppose "Paid Testimonial" Survey Shows ...	3/16	628
Putting Testimonials Out to Dry (Editorial)	3/16	640
Empty Railroad Seats (Editorial) ...	3/16	640
Sales Policies that Built the Kohler Company *By Walter J. Kohler, President, the Kohler Company, Kohler, Wisconsin*	3/23	661
How Maytag Localizes National Radio Advertising ... *By Roy A. Bradt, Vice-President, the Maytag Company, Newton, Iowa*	3/23	669
Hobnobbing With Fame (Editorial) ...	3/23	688
Fraud and Near Fraud (Editorial) ...	3/23	688
February Newspaper Lineage for 44 Cities..	3/23	692
Double-Barreled Sales Effort Introduces New General Electric Refrigerator ...	3/30	707
Modern Selling Turns a Hobby Into a Nation-Wide Business ...	3/30	708
Westinghouse Earnings Jump After Changes in Selling Policies ... *J. Slomanson*	3/30	713
Fruit Growers' Advertising Grows from $17,000 to $1,600,000 ...	3/30	724
Simmons Warehouse Plan Increases Dealer Turnover 10 to 15 per cent ... *By Lawrence M. Hughes*	3/30	730
Belaboring Straw Men (Editorial) ...	3/30	738
Poor Retail Advertising (Editorial) ...	3/30	738

ADVERTISING—MAIL

Novel Campaign Brings 1658 New Customers to Standard Accident ... *By D. G. Baird*	2/9	322
How Todd Lock-Steps Direct Mail With Personal Selling ... *By J. F. Kerwin*	3/2	495
Just Inquiries—Or Inquiries That Yield Sales at a Profit? ... *By Allen W. Ricker*	3/9	552
How to Lasso a Cagy Prospect in the Opening Paragraph ...	3/9	608
$78,000 in Orders on First Call After This Direct Mail Campaign ... *By Herbert Kerk*	3/23	671
Willys-Overland's Year-in and Year-out Direct-Mail Program ...	3/30	710

COMPENSATION METHODS

300 Compensation Plans for Salesmen and How They Work ...	1/19	125
The Salesman and His "Oats" (Editorial) ...	1/19	160
Is Once a Year Often Enough to Pay a Bonus?	1/26	185
The Straight Commission—Is It Doomed?...	2/2	264
Van Raalte Eliminates Salary Squabbles With Salesmen ... *By A. R. Hahn*	2/16	376
The Salesman and His "Oats" ... *By Saunders Norvell, President, Remington Arms Company, New York City*	3/2	486
The Salesman and His "Oats" (Part II) .... *By Saunders Norvell, President, Remington Arms Company, New York City*	3/9	559
A Study of the Earnings of Salesmen in Various Lines ...	3/23	664
A Study of Salesmen's Earnings in Various Lines (Part II) ...	3/30	726

COMPETITION

Why the State Street Giants are Establishing Suburban Stores ... *By James True*	1/5	21
Shoe Leaders Interpret Retail Distribution.. *By H. C. North*	1/12	81
Why Our New Distribution Plan Begins With the Retailer ...	3/16	663
All the World's a Stage for Auto War (Editorial) ...	3/23	688

CONTESTS AND QUOTAS

Eastman Plans $30,000 Contest to Lengthen Snapshot Season ...	1/26	220
Hot Leads We Found Through Cold Turkey Calls ... *By Robert N. Fullerton, Sales Director, Flint, Eaton & Company, Decatur, Illinois*	2/23	435

	Date	Page
Announce Advertising Awards; Clarke Wins Harvard Medal	3/9	571
Carloads of Fun—and a New Summer Sales Record *By D. G. Baird*	3/23	666

DEALER RELATIONS

No Waste or Worry Since We Asked Dealers to Pay for Sales Helps *By Richard Stix, Treasurer, Julian and Kokenge Company, Cincinnati, Ohio*	1/5	23
How North American Learns Why Customer-Stockholders Are Lost *By Howard McLellan*	1/12	71
How Six Hundred Newspapers Help to Build Sales for Salada Tea *By Edgar Pinto, General Manager, and Herbert Claridge, Advertising Manager, Salada Tea Company, Boston, Massachusetts*	1/19	182
Dealer Helps Should Be Planned as Part of the National Campaign *By John J. McCarthy, H. K. McCann Company, New York City*	2/2	257
Jobber Conducts Educational Tour for Dealers *By Ruel McDaniel*	2/16	375
Postum Company to Extend Dealer Extra Profit Plan	2/23	450
Shows Dealers How to Sell in a Competitive Market *By Rankin H. Roberts, Manager, Dealers' Service Bureau, Hibbard, Spencer, Bartlett & Company, Chicago, Illinois*	3/2	485
Fleischmann Builds Dealer Good Will Through a Sales Film	3/16	617
Why Our New Distribution Plan Begins With the Retailer *By C. D. Garretson, President, Electric Hose & Rubber Company, Wilmington, Delaware*	3/23	663
Why Our New Distribution Plan Begins With the Retailer (Part II) *By C. D. Garretson, President Electric Hose & Rubber Company, Wilmington, Delaware*	3/30	722
Simmons Warehouse Plan Increases Dealer Turnover 10 to 15 per cent *By Lawrence M. Hughes*	3/30	730

FOREIGN TRADE

15,000,000 Waiting to Be Sold	2/9	324
Some Tested Plans for Introducing Proprietary Products in Britain *By G. D. Young*	3/2	498
When You Plan Dealer Helps for the British Market *By G. D. Young*	3/16	618

JOBBER RELATIONS

Chandler and Farquhar Tell What Lines They Like to Push *By Bernard G. Priestley*	1/12	80
Clawson and Wilson Tell What Lines They Push and Why *By Lloyd S. Graham*	1/19	137
Sales Plan Means More to Us Than Gross Profit *By Ruel McDaniel*	1/26	187
Why This Wholesaler Pushes Advertised Brands *By Bernard G. Priestley*	2/2	267
Is the Manufacturer's Specialty Salesman Worth What He Costs? *By Frank S. Gates, Vice-President Tyler Simpson Company, Ardmore, Oklahoma*	2/23	439
These Boston Jobbers Demand Price Protection *By Bernard G. Priestley*	2/23	464
The Manufacturer's Birthright and the Chain Store's Mess of Pottage *By C. J. Whipple, President, Hibbard, Spencer, Bartlett & Company, Chicago, Illinois*	3/2	483

LEGAL

Canners to Launch Campaign With Passage of Labeling Bill *By Waldon Fawcett*	1/5	42
The Can Price Decision (Editorial)	2/2	296
When Competitors Urge Buyers to Go Back on Contracts *By Leo T. Parker, Member, The Ohio Bar*	2/9	329
Price Favors Put on Guard by American Can Decision	2/16	390
Supreme Court to Define Rights of Local and National Brands *By Waldon Fawcett*	3/2	494

MISCELLANEOUS

Five Million Car Year Heralds Record Industrial Gain	1/5	15
The New Business Year (Editorial)	1/5	46
Sound Underpinning (Editorial)	1/5	46
Other Times Other Conditions (Editorial)	1/5	46

	Date	Page
An Outline of Mergers—No. 6. How Mergers Nationalize Essentially Local Industries. *By John Allen Murphy*	1/12	78
A Hint and a Tribute to Railroads (Editorial)	1/12	102
Change and Mass Production (Editorial)	1/12	102
New York Financial Lineage Gains 20 per cent in 1928. *By Henry J. Wright*	1/19	135
Forecasting and Planning as a Factor in Stabilizing Industry. *By Donaldson Brown, Vice-President in Charge of Sales, General Motors Corporation*	1/26	181
Forecasting and Planning as a Factor in Stabilizing Industry (Part II). *By Donaldson Brown, Vice-President in Charge of Sales, General Motors Corporation*	1/26	258
An Outline of Mergers—No. 7. How Salesmen Fare Under Mergers. *By John Allen Murphy*	2/2	260
Business Mortality (Editorial)	2/2	296
Rising Buying Power (Editorial)	2/2	296
Circulation Twilight Zones (Editorial)	2/9	352
Reciprocity Buying—the Ball-and-Chain of Distribution. *By C. D. Garretson, President, Electric Hose & Rubber Company*	2/16	378
An Outline of Mergers—No. 8. Some Problems Mergers Fail to Solve. *By John Allen Murphy*	2/16	380
Credit Control (Editorial)	2/23	458
Industry's Debt to Science (Editorial)	2/23	458
Foreseeing Styles (Editorial)	3/2	528
An Outline of Mergers—No. 9. The Heel of Achilles in Mergers. *By John Allen Murphy*	3/9	556
$30,000,000 "Market" to Result from United-Biltmore Merger. *By Lawrence M. Hughes*	3/9	570
Buying Power Sustained (Editorial)	3/9	584
How the Department of Commerce Will Serve Business Men	3/16	605
Tenure in Big Business (Editorial)	3/16	640
An Outline of Mergers—No. 10. Can Small Business Compete with Big Business? *By John Allen Murphy*	3/30	714
Victory Goes With Unity of Control (Editorial)	3/30	738

MARKETS AND MARKETING

	Date	Page
Pepperell's New Sales Sword Cuts Some Gordian Knots in the Textile Field. *By A. R. Hahn*	1/5	18
Why the State Street Giants are Establishing Suburban Stores. *James True*	1/5	21
Sell the College Market—It Is Wide Open. *By H. C. North*	1/5	25
New Elements (Editorial)	1/5	46
Butler Brothers' Wholesale Chain Enters the Retail Field. *By James True*	1/12	70
Shoe Leaders Interpret Retail Distribution Policies. *By H. C. North*	1/12	81
Chain Eat Chain (Editorial)	1/12	102
I Build Today's Business on Day-After-Tomorrow's Ideas. *As Told to Howard McLellan By Helena Rubinstein, Mme. Helena A. Rubinstein, New York City*	1/19	130
Riding on Rubber—What It Means to the Sales Manager. *By R. Bigelow Lockwood*	1/19	132
du Ponts Dominate U. S. Rubber; Industry Faces Realignment. *By Lawrence M. Hughes*	1/19	148
Is the South Setting the Pace? *By Eugene Whitmore*	1/26	192
Brief Facts About the South's Important Markets	1/26	196
Woolworth Company, Converted to Advertising After 50 Years, to Start $1,500,000 Campaign. *By Lawrence M. Hughes*	1/26	217
The Chains' Achilles Heel (Editorial)	1/26	232
Will the Chains and Independents Bury the Hatchet? (Editorial)	1/26	232
Why This Wholesaler Pushes Advertised Brands. *By Bernard G. Priestley*	2/2	267
Whelan Will Build a 1,000-Store Drug Chain on Advertised Brands. *As Told to Lawrence M. Hughes By F. J. Griffiths, President, Whelan Drug Company*	2/2	276
Sugar Industry Starts in to Correct Some "Prejudices"	2/2	280
International Shoe Company Now Seeks Closer Contact with Consumers. *By H. C. North*	2/9	315

	Date	Page
Getting the True Sales Story from Statistics. *As told to Franklin S. Clark By J. H. Gardiner, Statistician, Graybar Electric Company, New York City*	2/9	327
1,032 Retail Stores Form Own Wholesale Organization ... *By Pierre H. Meyer, President, Consolidated Merchants Syndicate, Incorporated, and C. M. S. Wholesale Chain Corporation*	2/9	338
Factors That Are Upsetting Traditions in Drug Distribution ... *By H. C. North*	2/16	373
Jobber Conducts Educational Tour for Dealers *By Ruel McDaniel*	2/16	375
The Bus Industry Has Its Own Buying Habits *By R. Bigelow Lockwood*	2/16	384
Milling Industry Finds "Fair Share" of Business Best Policy ... *By Sydney Anderson, President, Miller's National Federation*	2/16	387
Announce Government Food Survey at Dayton Meeting ...	2/16	384
Butler Starts to Reconcile New Chain with Independents ... *By Lawrence M. Hughes*	2/16	396
Group Buying Evils (Editorial) ...	2/16	408
The South Breaking Its Boundaries (Editorial) ...	2/16	408
Mass Output and Style (Editorial) ...	2/16	408
The Manufacturers' Birthright and the Chain Store's Mess of Pottage ... *By C. J. Whipple, President, Hibbard, Spencer, Bartlett & Company, Chicago, Illinois*	3/2	483
Pet Superstitions the Distribution Surveys May Explode ... *By O. J. Cheney, Vice-President, Irving Trust Company, New York City*	3/2	489
Government Tells First Results of Louisville Grocery Survey ...	3/2	505
Help for the Retailer (Editorial) ...	3/2	528
Facts Uncovered in the Louisville Grocery Survey ...	3/9	561
$30,000,000 "Market" to Result from United-Biltmore Merger ...	3/9	570
Competition Still Wholesome (Editorial) ...	3/9	584
The Louisville Data (Editorial) ...	3/16	640
Why Our New Distribution Plan Begins with Retailer ... *By C. D. Garretson, President, Electric Hose and Rubber Company, Wilmington, Delaware*	3/23	663
The Radio Industry: An Ever Widening Market ... *By R. Bigelow Lockwood*	3/23	676
Why Our New Distribution Plan Begins with the Retailer (Part II) ... *By C. D. Garretson, President, Electric Hose and Rubber Company, Wilmington, Delaware*	3/30	722
Simmons Warehouse Plan Increases Dealer Turnover 10 to 15 per cent ... *By Lawrence M. Hughes*	3/30	730

ORGANIZATION AND MANAGEMENT

	Date	Page
Pepperell's New Sales Sword Cuts Some Gordian Knots in the Textile Field ... *By A. R. Hahn*	1/5	18
What Price One Minute ... *By Howard McLellan*	1/5	28
What Happened When a Public Utility Began Some Real Selling ...	1/12	74
An Outline of Mergers—No. 6. How Mergers Nationalize Essentially Local Industries.	1/12	78
When Salesmen Fail We Put Them in the Flying Squad ... *By W. R. Evans, People's Gas Light & Coke Company, Chicago, Illinois*	2/9	321
Getting the True Sales Story from Statistics. *As told to Franklin S. Clark By J. H. Gardiner, Statistician, Graybar Electric Company, New York*	2/9	327
An Outline of Mergers—No. 8. Some Problems Mergers Fail to Solve ...	2/16	381
Warburton Tells How He Handles the Salesman Who Says "My Territory Has Gone to the Dogs" ... *By H. Warburton, Sales Manager, Marietta Chair Company, Marietta, Ohio*	3/30	705

PRICES

	Date	Page
Why the State Street Giants Are Establishing Suburban Stores ... *By James True*	1/5	21
Gooseneck Shovels, $50 Hair Brushes and Jeweled Door-Keys ... *By Saunders Norvell, President, The Remington Arms Company, New York City*	1/12	67

	Date	Page
Gooseneck Shovels, $50 Hair Brushes and Jeweled Door-Keys (Part II) *By Saunders Norvell, President, The Remington Arms Company, New York City*	1/19	140
Price Maintenance Investigation (Editorial)	2/9	352
These Boston Jobbers Demand Price Protection *By Bernard G. Priestley*	2/23	464
Price Stabilization (Editorial)	3/9	584

RETAIL MERCHANDISING

Why the State Street Giants Are Establishing Suburban Stores *By James True*	1/5	21
Butler Brothers' Wholesale Chain Enters the Retail Field *By James True*	1/12	70
Shoe Leaders Interpret Retail Distribution Policies *By H. C. North*	1/12	81
Tall Estimates of Spending (Editorial)	2/23	458
Fashion: An Accurate Forecast, Not a Gamble *By Merle Higley*	3/9	549
Why Our New Distribution Plan Begins with the Retailer	3/16	663
The Radio Industry: An Ever-Widening Market *By R. Bigelow Lockwood.*	3/23	676

SALES CAMPAIGNS

Novel Campaign Brings 1658 New Customers to Standard Accident *By D. G. Baird*	2/9	322
Jobber Conducts Educational Tour for Dealers *By Ruel McDaniel*	2/16	375
Three-in-One Oil Samples a Nation Via Radio *By Walter I. Willis, Vice-President, Three-in-One Oil Company, New York City*	3/2	490
Curtiss Plane Delivers Candy Samples Via Parachute	3/9	555
Dull Season Selling that Shatters Peak Season Records *By D. G. Baird*	3/16	603
Dealer Resistance Crumbles Before New Bourjois Packages *By Bruce Crowell*	3/16	613
Big Sales Ideas in a Little Town	3/16	615
Carloads of Fun—and a New Summer Sales Record *By D. G. Baird*	3/23	666
Double-Barreled Sales Effort Introduces New General Electric Refrigerator	3/30	707
Willys-Overland's Year-in and Year-out Direct-Mail Program	3/30	710
Summer Sales Increased 30 per cent When We Deserted Our Swivel Chairs and Jumped Into the Field *By J. F. Kerwin*	3/30	719

SALES POLICY

Pepperell's New Sales Sword Cuts Some Gordian Knots in the Textile Field *By A. R. Hahn*	1/5	18
What Price One Minute *By Howard McLellan*	1/5	28
Butler Brothers' Wholesale Chain Enters the Retail Field *By James True*	1/12	70
What Happened When a Public Utility Began Some Real Selling *By D. G. Baird*	1/12	74
An Outline of Mergers—No. 6. How Mergers Nationalize Essentially Local Industries. *By John Allen Murphy*	1/12	78
How Six Hundred Newspapers Help to Build Sales for Salada Tea *By Edgar Pinto, General Manager, and Herbert Claridge, Advertising Manager, Salada Tea Company, Boston, Massachusetts*	1/19	128
Sales Plan Means More to Us Than Gross Profit *By Ruel McDaniel*	1/26	187
Forecasting and Planning as a Factor in Stabilizing Industry *By Donaldson Brown, Vice-President in charge of sales, General Motors Corporation*	1/26	181
Faber Concentrates Lines—and Puts Them on the Counter	1/26	219
Forecasting and Planning as a Factor in Stabilizing Industry (Part II) *By Donaldson Brown, Vice-President in charge of sales, General Motors Corporation*	2/2	258
Whelan Will Build a 1,000-Store Drug Chain on Advertised Brands *As told to Lawrence M. Hughes* *By F. J. Griffiths, President, Whelan Drug Company*	2/2	276

	Date	Page
International Shoe Company Now Seeks Closer Contact with Consumers..... *By H. C. North*	2/9	315
Milling Industry Finds "Fair Share" of Business Best Policy ..... *By Sydney Anderson, President, Miller's National Federation*	2/16	387
Do Premiums Sell Coffee?..... *By Ruel McDaniel*	2/23	432
The Manufacturer's Birthright and the Chain Store's Mess of Pottage..... *By C. J. Whipple, President, Hibbard, Spencer, Bartlett & Company, Chicago, Illinois*	3/2	483
Supreme Court to Define Right of Local and National Brands ..... *By Waldon Fawcett*	3/2	494
Fashion: An Accurate Forecast, Not a Gamble *By Merle Higley*	3/9	549
An Outline of Mergers—No. 9. The Heel of Achilles in Mergers ..... *By John Allen Murphy*	3/9	557
Sales Policies that Built the Kohler Company *By Walter J. Kohler, President, the Kohler Company, Kohler, Wisconsin*	3/23	661
Wright Establishes Chain of Air Service Stations ..... *By Charles L. Lawrence, President, Wright Aeronautical Corporation, Paterson, N. J.*	3/23	680
Double-Barreled Sales Effort Introduces New General Electric Refrigerator	3/30	707
Modern Selling Turns a Hobby into a Nation-Wide Business	3/30	708
Westinghouse Earnings Jump after Changes in Selling Policies ..... *By J. Slomanson*	3/30	713
An Outline of Mergers—No. 10. Can Small Business Compete with Big Business.... *By John Allen Murphy*	3/30	714
Sales Policies that Built the Kohler Company *As told to Forrest Crissey* *By Walter J. Kohler, President, the Kohler Company, Kohler, Wisconsin*	3/30	717

SALESMANSHIP

	Date	Page
Gooseneck Shovels, $50 Hair Brushes and Jeweled Door-Keys ..... *By Saunders Norvell, President, the Remington Arms Company, New York City*	1/12	67
Gooseneck Shovels, $50 Hair Brushes and Jeweled Door-Keys (Part II) ..... *By Saunders Norvell, President, the Remington Arms Company, New York City*	1/19	140
"Mr. Fairly Well"—the Most Expensive Salesman ..... *By Saunders Norvell, President, the Remington Arms Company, New York City*	2/9	318
"Mr. Fairly Well"—the Most Expensive Salesman (Part II) ..... *By Saunders Norvell, President, the Remington Arms Company, New York City*	2/16	382
Why Every National Cash Man Must Learn a Standard Sales Talk ..... *As told to J. F. Kerwin* *By G. E. Irving, Director, Sales Education, The National Cash Register Company, Dayton, Ohio*	2/23	427
When the Buyer Says: "There's No Demand for Your Line" ..... *By T. C. Cocroft*	2/23	436
Changing Casual Buying into a Buying Habit *By R. Bigelow Lockwood*	2/23	440
Salesmanship in High Places (Editorial)...	3/2	528
An Outline of Mergers—No. 9. The Heel of Achilles in Mergers ..... *By John Allen Murphy*	3/9	557

SALESMEN'S OPERATIONS

	Date	Page
Gooseneck Shovels, $50 Hair Brushes and Jeweled Door-Keys ..... *By Saunders Norvell, President, the Remington Arms Company, New York City*	1/12	67
Gooseneck Shovels, $50 Hair Brushes and Jeweled Door-Keys (Part II) ..... *By Saunders Norvell, President, the Remington Arms Company, New York City*	1/19	140
This Trail-the-Prospect System Built Champion Salesmen ..... *By Mandus E. Bridston*	1/26	189
An Outline of Mergers—No. 7. How Salesmen Fare Under Mergers..... *By John Allen Murphy*	2/2	260
"Mr. Fairly Well"—the Most Expensive Salesman ..... *By Saunders Norvell, President, the Remington Arms Company, New York City*	2/9	318
When Salesmen Fail We Put Them in the Flying Squad ..... *By W. R. Evans, People's Gas Light & Coke Company, Chicago, Illinois*	2/9	321

	Date	Page
"Mr. Fairly Well"—the Most Expensive Salesman *By Saunders Norvell, President, the Remington Arms Company, New York City*	2/16	382
Why Every National Cash Man Must Learn a Standard Sales Talk *As told to J. F. Kerwin* *By G. E. Irving, Director, Sales Education, The National Cash Register Company, Dayton, Ohio*	2/23	427
On-the-Job McCarthy *By D. G. Baird*	2/23	430
Hot Leads We Found Through Cold Turkey Calls *By Robert N. Fullerton, Sales Director, Flint, Eaton & Company, Decatur, Illinois*	2/23	435
Is the Manufacturer's Specialty Salesman Worth What He Costs? *By Frank S. Gates, Vice-President, Tyler and Simpson Company, Ardmore, Oklahoma*	2/23	439
The Salesman and His "Oats" *By Saunders Norvell, President, the Remington Arms Company, New York City*	3/2	486
The Salesman and His "Oats" (Part II) *By Saunders Norvell, President, the Remington Arms Company, New York City*	3/9	559
A Salesman Who Found Big Opportunities in a Little Job *By Franklin Clarke*	3/16	606
Oakland Offices Eliminate Waiting by Salesmen *By J. F. Kerwin*	3/9	611
Big Sales Ideas in a Little Town	3/16	615
Warburton Tells How He Handles the Salesman Who Says "My Territory Has Gone to the Dogs" *By James H. Warburton, Sales Manager, Marietta Chair Company, Marietta, Ohio*	3/30	705
Modern Selling Turns a Hobby into a Nationwide Business	3/30	708
TRADE MARKS AND GOOD WILL		
Looking Generations Ahead (Editorial)	1/26	232
Lumbermen Attack Trade Evils with Grade-Marking Plan *By James True*	3/2	504

Only twenty-five bound volumes of "Sales Management and Advertisers' Weekly," Volume XV, have been produced. They will be distributed as long as they last to those who request them in the rotation in which orders are received, at the regular price of $5 each.

SALES MANAGEMENT AND ADVERTISERS' WEEKLY

420 Lexington Avenue, New York City

Page
559
606
611
615
705
708
232
504

duced.
ed, at